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CONNECT WITH US



By **InsideOut**

A Digital Training initiative by **InsideOut**

Advanced Digital Marketing course designed by
Industry experts to help you **Skill Up & be Market Ready**

**DIGITAL
MARKETING IS
MORE THAN A
CAREER TODAY.
DIGITAL
MARKETING IS
A LIFE SKILL.**



About DGA

Digital Growth Architecture is a Digital Training Initiative By Insideout , a practical and intensive program delivered by best-in-class faculty and industry professionals, with an objective to produce highly-skilled digital marketing specialists who can meet the tremendous requirements in this fast-growing sector. To meet these high standards, students at DGA will learn digital marketing from Basics to Advance level and fundamentals of the remaining topics relevant to the industry will be covered. With InsideOut Being Google Partner, All the students will have the Access to get an exposure of getting trained in a Startup Atmosphere where they manually implement each Technique & Practicalities of Digital Marketing.



Marketing is no longer about the stuff that you make, but about the stories you tell

– Seth Godin

DIGITAL MARKETING THE NEXT **BIG** THING

Set yourself up to the future

More than 72% of the business have moved online during the pandemic. It's high time people take Digital Marketing as a life skill more than a Career. According to Times of India The Indian online business market is pushing to 7 trillion rupees 2022 as a result of Lockdowns. For all small businesses, online presence has become Mandatory. With Performance Marketing being one of the most prominent Sectors for ROI in Digital Marketing, E-Commerce in India is expected to be worth \$188 Billion by 2024.





Course Highlights



Learn at a
Google Partner Agency



Community Driven
Training



Get Trained in a
Startup Atmosphere



INR 50,000 worth Tools &
Techniques to Implement



Live Project Implementation
with StartUp



Be Strategically Ready
as a Digital Marketer



Paid Internship
Offers at InsideOut



10+ Training
Certification



150+ Hours of
Training

Course Overview

Program Introduction

- Basics & Fundamentals of Digital Marketing.
- Marketing & Sales Strategies.
- Digital Funnel Marketing Strategies.
- Product Marketing.

Web Development

- Introduction & Importance of having your own Website.
- Basics of Domain & Hosting.
- WordPress Fundamentals.
- Discovering you're profitable Niche.
- WordPress UI & UX.
- Page Builders (Elementor).
- Advanced Plugins & add on for WordPress Page Builders.

Social Media Marketing

- The power of Social Media Marketing & all the latest trends.
- Social media profile optimization & advanced profile feature techniques.
- Overview on Facebook, Instagram, LinkedIn, Twitter, Quora & Pinterest.
- Power of influencer marketing.
- Social organic growth hacks.



“

Content is fire;
social media is gasoline

– Jay Baer



E-mail Marketing & Automation

- Power of Email marketing for Lead Generation.
- Tools for E-Mail marketing.
- Automation tools implementation on Live projects.

Small Modules

- ORM - Online reputation management.
- Google AdSense.
- Google Analytics.
- Google Search Console.
- YouTube Marketing.
- Landing Page.
- Affiliate Marketing.

Bonus Modules

- Importance of personal branding in Digital Marketing.
- Digital Mentoring.

Performance Marketing (FACEBOOK ADS / GOOGLE ADS / LINKEDIN ADS)

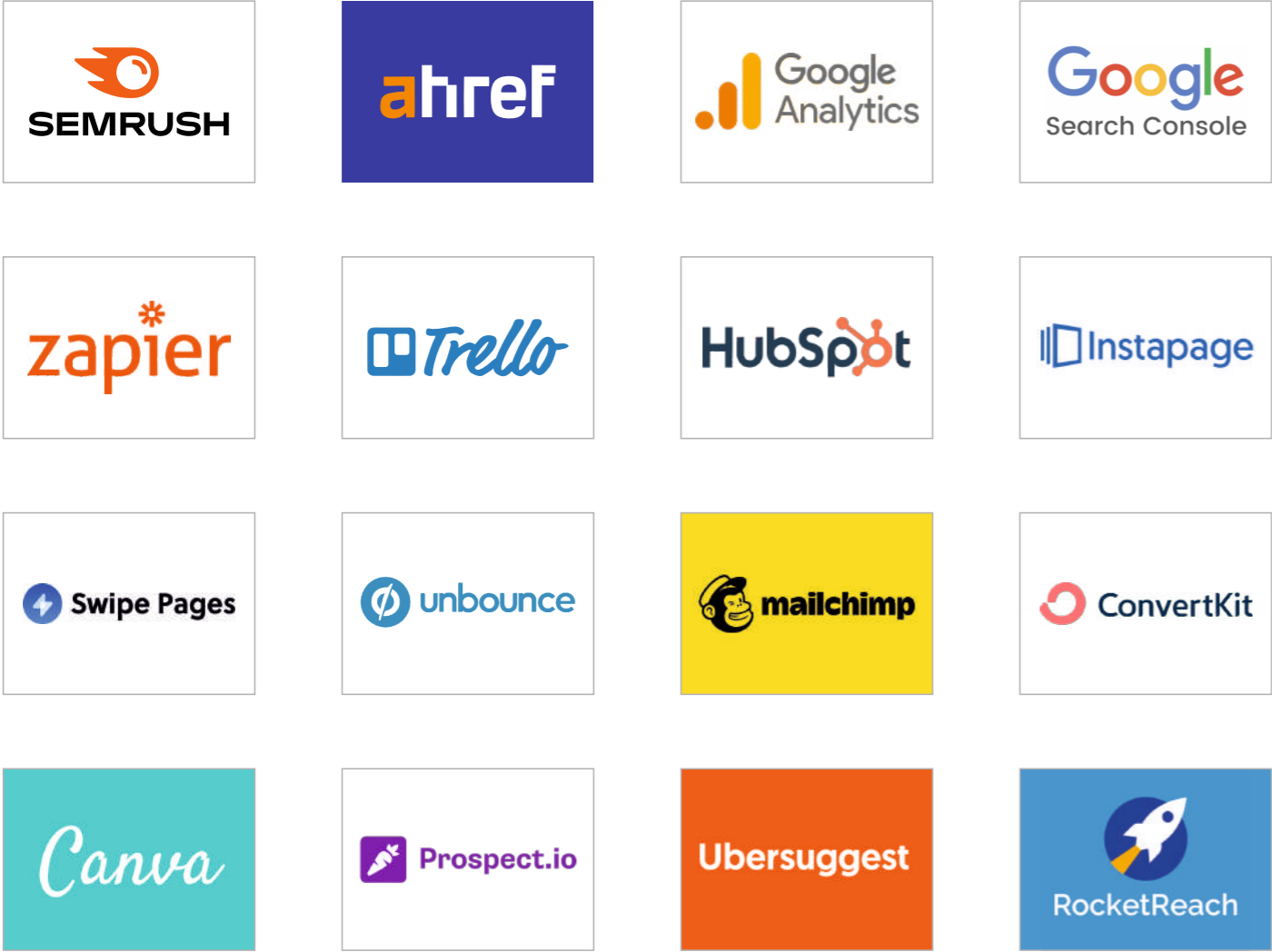
- Facebook Ads & Google Ads.
- Advanced tracking codes implementation.
- Facebook Business Manager.
- Ad copy strategies.
- ROI methodology.

Search Engine Optimization & Content Marketing

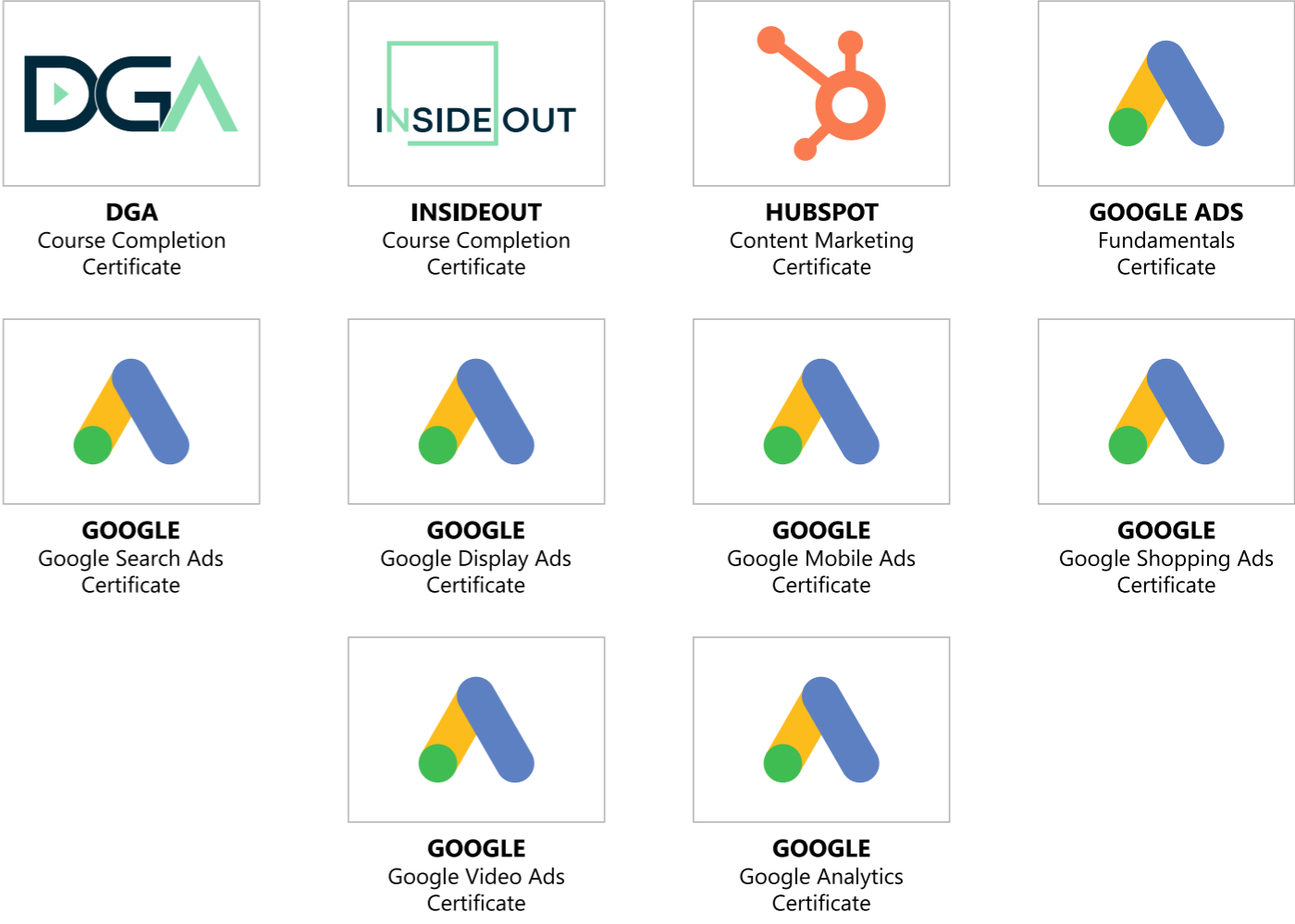
- Introduction to Search Engine & Workflow.
- Importance of SEO for websites.
- SEO fundamentals.
- Importance of Content Marketing.
- Power of SEO & Content Marketing for Websites
- Keyword Research & Planning.



Digital Marketing tools you will gain hands-on expertise



Certifications



Our Team



ADARSH RAMESH
Founder, InsideOut



SHRINKHALA KUSHWAHA
Co-Founder, InsideOut



SUMUKH BHARADWAJ
Head, Video Content



JAYATHEERTH B
Senior Trainer



VIDYASHREE BINEESH
Campaign Manager



SANDESH J S
Head, Design Team



SANTHOSH KUMAR
Head, Design Team



S VIJAY PRASATH
Senior Web Developer



SHRINIDHI
Brand Strategist



RAJATH
Motion Graphics Designer



NISHANTH R
Motion Graphics Designer



ABHINAV GANGAL
Business Development Executive



MD MOHIYUDDIN
Digital Marketing Manager

Extended career support from DGA



Resume Building



Portfolio Building



Career Counselling



1 on 1 Mentorship



Job Portal



Mock Interviews

What we expect from students

- 100% efforts to learn and implement.
- 100% attendance.
- Curiosity to work on live projects individually.
- Extra one hour of commitment after classes.
- Honesty in assignment submission and clearing certification.
- Passion for Digital Marketing.

